



NOV - 1 1990

# INSIDER

Summer 1990

Volume 1, No. 34



850 DELEGATES &  
RESOURCE PEOPLE

**Vitalize'90**  
PROVINCIAL VOLUNTEER CONFERENCE

105 DIFFERENT  
ALBERTA COMMUNITIES  
REPRESENTED

330 COMMUNITY VOLUNTEER  
SERVICE ORGANIZATIONS

VITALIZE '91  
(June 6, 7 and 8, 1991)  
EDMONTON

VOLUNTEER WEEK 90  
(April 22 to 28)

VOLUNTEER WEEK 91  
(April 21 to 27)

**"A FANTASTIC SUCCESS"**



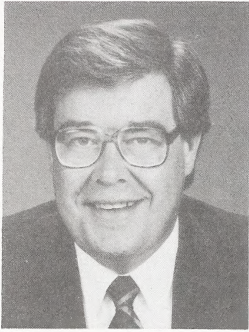
A New Spirit of Giving  
La Générosité réinventée

THE FOUNDATION HAS AWARDED OVER  
**TWO MILLION (\$2,000,000) DOLLARS**  
OF LOTTERY PROCEEDS IN OUR LAST TWO QUARTERS.





# *A Message from The Honourable Ken Kowalski*



*Minister of Public Works,  
Supply and Services  
Minister Responsible for  
Lotteries, Major Exhibitions and  
Fairs, Public Affairs Bureau and  
Public Safety Services  
and Responsible for the  
Wild Rose Foundation*

The largest difficulty faced by volunteerism in Alberta is the dramatic change, growth and continuing evolution of our society. To overcome this challenge, volunteers,

government and the private sector cannot "Go It Alone..." The '90s is a time for working together.

The partnership cycle has limitless bounds, and has unending potentials for success. As volunteer organizations give to their cause, as they give to their community, as they contribute to their nation, a spirit of positive esteem evolves.

When the private sector becomes involved as a partner with the volunteer community, a collective sense of giving and caring is realized.

The government's role, as a partner, is to assist in the development of the changing human dynamics in the nineties. Government embraces the total fabric of our society, and those, whose leadership we will embrace, are those who respect partnerships. Partnerships require that each and everyone of us accept responsibilities. The government, the volunteer sector

## **"Partnership" (Volunteer Sector, Government & Private Sector)**

and the private sector must be accountable for both the partnership as well as any accompanying challenges and tasks. Partnerships, if they are to be successful, require communication, dedication and commitment.

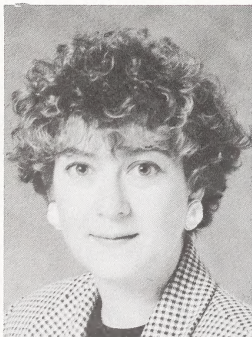
I am confident this will be the start of the best decade of volunteer development and commitment in this province's history! As Minister, responsible for Lotteries in Alberta, I am very proud of the lottery dollar commitments distributed to the volunteer sector as part of our partnership.

Congratulations to the Board Members of the Wild Rose Foundation for a successful VITALIZE '90 and to the organizations who worked with the Foundation to make April's Volunteer Week in Alberta such a success.

To all the readers of **Insider**, here is hoping Volunteer Week '91, April 21-27, will bring you the rewards you so well deserve and I will see you all at VITALIZE '91 on June 6, 7 and 8 at the Convention Centre in Edmonton.

Ken Kowalski

## *Introducing...Cori Stent, Program Consultant.*



The Wild Rose Foundation is very pleased to welcome Ms. Cori Stent as the Program Consultant in our Quarterly Granting Program. Cori replaces Rick Burega who has decided to pursue a life long dream as a fishing guide in the Canadian Rockies. If your organization is applying for a Wild Rose grant, Cori will be one of your first contacts.

Cori brings to the Foundation a wealth of experience in the government funding area having come to us from the Alberta Motion

Picture Development Corporation. At Wild Rose, Cori reviews grant applications, follows up those that need additional information, conducts pre-application telephone interviews, acts as a liaison with government departments on applications, responds to inquiries for information on the granting program, keeps track of final reports on grants and has many other responsibilities.

Even though her work at Wild Rose keeps her very busy, Cori also finds time to volunteer as a member of the Prairies jury for the Canada Council Explorations Program, a board member for Catalyst Theatre, and a member or past board member of several non-profit arts organizations in Edmonton.

Welcome Cori!



# Chairman's Remarks...



Gloria Paquette

Since January of 1990, our Foundation has awarded over two million dollars in grants to eighty-eight volunteer organizations across our Province, and we have two more application periods before us. Our forecast is that we will award over four million lottery dollars in this calendar year, and we are very proud of this assistance. Alberta's volunteer sector is truly the **winner** of these lottery proceeds.

Couple this funding source with the commitment we have made to twenty-two different Alberta community volunteer organizations to promote and develop **Volunteer Week**, the support of the National **IMAGINE** campaign, and the underwriting of our **Vitalize** conference for volunteers, and you will appreciate the feeling of accomplishment shared by our Board of Directors and by our staff. We are committed to the continuation of this support with our available resources, and hope that all who have come into contact with us have been pleased with our efforts.

I would like to share with the readers some operating facts about our Foundation that many do not realize. First, we are not only careful to review all applications coming before us, but we also conduct random project audits after the grants have been

awarded. These on-site visitations are done by our staff, usually with a Board Member from that region of the province in attendance. The information gained, the people we have met, and seeing the results of our decisions at work, helps us in our policy setting for the Foundation.

Second, our Foundation must be accountable for the funding provided to us and to this extent, we have chosen the Provincial Auditor to be the auditor of the Foundation's affairs and our Annual Report depicts our financial statements. The Foundation's next annual report (the sixth), will likely be available in the new year, and can be obtained by contacting our office directly.

To my current fellow Board colleagues; Morna Chorney of Ponoka, Marion Marchant of Lethbridge, Terry Lock of Grande Prairie and Barry Hunt of Calgary, a very public thank you for your continued commitment and dedicated work.

We are helping Alberta's volunteers to remain the best in the Country!

A handwritten signature in cursive script that reads "Gloria Paquette".

Gloria Paquette  
Chairman

## Facts About the Wild Rose Foundation

### The Purpose of the Foundation

- \* to provide funding to volunteer non-profit organizations that provide valuable services to Albertans.*
- \* to assist, foster and promote volunteerism in Alberta;*
- \* to assist, foster and promote charity, philanthropy, humanitarianism, public spiritedness and generosity;*

- Since January 1, 1985 to June 31, 1990 the Wild Rose Foundation has awarded \$12,806,350 to community volunteer organizations in Alberta
- The **Grant** requests are reviewed and approved by the Foundation's seven member **Board**, who have broad volunteer experience at many levels.
- Grant application deadline dates: **January 1, April 1, July 1 and October 1.**
- The Foundation continues to support the **IMAGINE** Campaign - a five year program to encourage Canadians to give more time and money to the causes they care about. The Foundation's chairman will continue to sit on both the Management Board and the National Advisory Committee.



# Volunteer Week 1990 - Fantastic!

Volunteer Week 1990 was a tremendous success! Just when we thought 1989 had been great, the 1990 Volunteer Week communities did a spectacular job and made this year's week even better.

A key purpose of celebrating Volunteer Week is to raise awareness of the importance of volunteering throughout this Province. Through funding by way of contracts for service with twenty-two communities across Alberta, the Wild Rose Foundation is helping to raise volunteerism to the conscious level of over 1.5 million Albertans. The value of volunteer time and services in this province deserves to be recognized, particularly since Albertans are leaders in Canada in the volunteer sector.

A very public thank you to all those hearty souls from the communities who participated on the Volunteer Week Advisory Committee (chaired by the Wild Rose Foundation), their energy and enthusiasm contributed greatly to the success of Volunteer Week. A special thank you to:

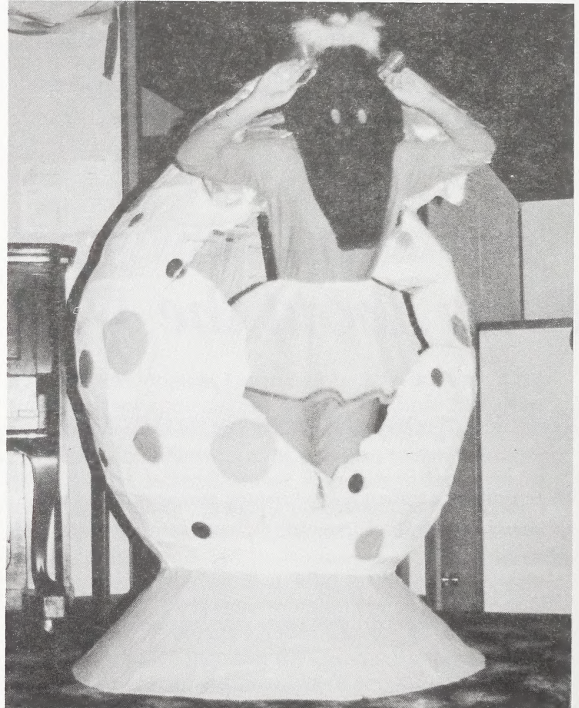
Glynis Morrison, St. Albert  
Marlaine Gray, Fort McMurray  
Heleme Fyith, Lac La Biche  
Phyllis Raycroft, Strathcona County  
Wendy Rhodes, Fort Saskatchewan  
Betty Cronquist, Lethbridge  
Marilyn Irwin, Drumheller  
Marianne Scott, Edmonton  
Gitta Hashizume, Medicine Hat  
Colleen Kelly, Red Deer  
Martha Parker, Calgary  
Pat Goddard, Grande Prairie  
Tammy Kihn, Bruderheim  
Barry Ellis, Peace River  
Bev Beckett, Leduc  
Karen Wintonyk, Athabasca  
Rona Davies, Vegreville  
Colleen Wenger, Swan Hills  
Jeanette Pushak, Ponoka  
Larry Golby, Coronation  
Jean Gilbert, Stettler  
Joanne Keller, Wainwright

Special thanks also are extended to those individuals who composed the hard working volunteer week committees at the community level.

A wide range of activities highlighted Volunteer Week - workshops, rallies, parades, interdenominational church services, free coffee with the Volunteer Week button, recognition functions, community dialogue events, school pep rallies, essay and coloring contests, guest speakers, television promotions, radio phone in shows, launching of mascots and many others.

The Wild Rose Foundation's Program Manager, Joanne McDonald, recently had the opportunity to talk with many Americans at the U.S. Volunteer Conference in late June and they were simply amazed at Alberta's Volunteer Week activities. While Volunteer Week is an internationally designated week and well supported in the United States, the Americans Joanne spoke with were impressed with Alberta's efforts, activities and allocation of lottery resources.

Volunteer Week has been a two year initiative of the Wild Rose Foundation and is currently being evaluated to determine future involvement. An independent evaluation has been conducted and it is hoped that an announcement can be made before the end of the summer on details for future Volunteer Week activities supported by the Foundation. Anyone interested in further information on Volunteer Week can contact Joanne McDonald, Program Manager.



*Drumheller's volunteer mascot, DUCKIEDACTYL, is hatched at their Volunteer Week Kickoff.*



# Vitalize'90

PROVINCIAL VOLUNTEER CONFERENCE



*Delegates attend a session on Public Relations for the Volunteer*

The Wild Rose Foundation hosted its second Provincial Volunteer Conference - VITALIZE '90, in Red Deer, June 7, 8 and 9, 1990 and it was a great success. With approximately 330 community volunteer organizations representing 105 municipalities from across the province, a total of 850 people were associated with this event. Also, 605 of the VITALIZE '90 delegates were attending for their first time.

The evaluations are in and the feedback received has been most positive and complimentary. VITALIZE '90 offered a choice of 60 sessions with 34 different resource speakers from Alberta and across Canada. The session streams available were: Financial Development; Organizational Development; Human Development and Impacting The Social Environment. Each presentation was related in some way to the issues many volunteer organizations will face in this decade to come. The networking and sharing of information during the conference was a valuable tool they could utilize in their own back-home situations.



*Conference Volunteers collect meal tickets from delegates*

Our goal was reached. We planned for the delegates to network, educate and revitalize themselves for the challenge of the decade. A Lethbridge delegate from the Community Volunteer Centre summed it up by saying, "After it was over, I felt saturated with good information from the workshops and wonderful food, as well as inspired and refreshed to return to the community with renewed energy, enthusiasm, verve and drive."

For the second year, the VITALIZE '90 transportation system, "HOP-A-BUS", operated and bused in delegates from nine designated routes across the province. The use of "HOP-A-BUS" enabled front-line volunteers to attend the conference without having to worry about travel expenses. There were 275 delegates who utilized "HOP-A-BUS" to attend VITALIZE '90.



*Delegates pack room for Keynote Luncheon Address*

The following is a list of VITALIZE '90 Volunteer Advisory Committee Members who were instrumental in the success of this conference.

Linda MacPhail - Calgary  
 Dianne Johnson - Stony Plain  
 Julie Nobert - Barrhead  
 Robin Armitage - Red Deer  
 Vern Colley - Sherwood Park  
 Jacquie Gaboury - Grande Prairie  
 Sylvia Corkery - Ponoka  
 Darren Rud - Medicine Hat  
 Morna Chorney (Wild Rose Foundation Board Representative and Conference Chairman)

Special acknowledgement to those 23 volunteers from Red Deer and Edmonton who also contributed to the success of VITALIZE '90.

Planning has begun on VITALIZE '91 which will be held June 6, 7 and 8, 1991 at the Convention Centre in Edmonton.

Thank you to all organizations who sent a delegate to VITALIZE '90.



# Grant Highlights



*Shari McNab, Program Coordinator will be happier when she can open the new shelter doors August 1, 1990.*

Sundre will be the home of a shelter for battered women and other victims of family violence throughout the County of MountainView, which includes; Sundre, Olds, Didsbury, Carstairs and Cremona.

Starting August 1, 1990, The HELP for Victims of Family Violence will not have to worry about finding a private

## Sundre's Victims of Family Violence Now Have a Place to Call Home

meeting place or maintaining confidentiality with their clientele.

This has all become possible through a \$50,000 grant, received from the Wild Rose Foundation towards the costs associated with the purchase of a women's shelter.

"It was a great feeling to receive the grant from the Foundation, now we can work in privacy and have confidentiality and security with our clientele", says Shari McNab, Program Coordinator.

The facility will assist their organization to provide many varied services including; battered womens' support groups, sexual assault support groups, training of the R.C.M.P., educators, professionals and para-professionals public at large, and suicide teen support programs. They also will continue to operate the local suicide prevention crisis line at 638-HELP.

"On behalf of the Board Members and Volunteers of HELP for Victims of Family Violence, we wish to thank the Foundation for a great opportunity to purchase facilities to carry out our community service programs."

## A New Van For Transportation of Mentally Handicapped Residents in the County of Mountain View

Mountain View Association for Mentally Handicapped is a non-profit society working with mentally handicapped adults and children in the County of Mountain View to provide residential services, employment and training in appropriate skills and parent support.

A grant of \$30,054 from the Wild Rose Foundation enabled this society to purchase a van for transportation of mentally handicapped residents in the County of Mountain View.

The van is designed to accommodate four wheelchair users, four to ten ambulatory persons and other developmentally handicapped individuals. This vehicle will be available to transport handicapped individuals to and from,

community facilities (ie. medical appointments), vocational, support employment and recreational programs.

"Transportation is a major problem in the community because there is no public transportation. Transportation is critical to provide employment, recreational and daily living opportunities for the adults and children we work with. This grant from the Wild Rose Foundation has enabled accessibility to the community that much easier", says Linda Maxwell, Executive Director.

The van will be in full operation by the first of September 1990 and many handicapped individuals will benefit through the society's operation of this transportation system.

## Volunteer Organizations of Calgary Get Access to a Resource Library

Information on volunteer recruitment and training, board management, fundraising, conflict management and the GST, to name a few, is important for community non-profit volunteer organizations to run smoothly. Where do organizations find such resources and get access to such information?

The Volunteer Action Centre of Calgary, whose mandate is, to promote volunteerism, to do placements and referrals of volunteers and act as a resource centre, has received a \$50,000 grant from the Wild Rose Foundation to help expand and complete their volunteer resource library.

"This library when completed will be an excellent learning opportunity for non-profit volunteer organizations and volunteers", says Gail Irwin, Coordinator: Agency Services.

"We would not have been able to purchase the necessary equipment to expand such a resource library for the volunteer community if we did not receive the Wild Rose Foundation's support." At the present time the resource library has over 500 books catalogued and computerized. By January 1991, the resource library will be completed and will include; over 1,000 books, periodicals and magazines, training materials on

video, access to video equipment and computerized equipment for finding resource materials. This library will be open to the volunteer sector of Calgary, to help them keep abreast of the volunteer changes and how to apply them to their own organizations.

"Thank you so much for the support and for acknowledging the need for extended resources in the non-profit management field. We are determined to ensure that the Calgary community is enriched to the maximum through this grant", states Martha Parker, Executive Director.



*Gail Irwin and one of her staff catalogue and computerize books for new resource library.*





*"A look at Aunts at Large new logo and public awareness material".*

## A New Public Awareness Campaign for Calgary's Aunts at Large

With over 29,000 single parent families in Calgary trying to adjust to a new lifestyle, there is a child doing the same. Aunts at Large, a volunteer organization that matches mature women with girls from single parent

families and boys from mother absent homes, felt it was time for a whole new image.

A grant from the Wild Rose Foundation of \$50,000 has helped Aunts at Large launch an awareness campaign featuring their new logo and slogan ... You Can Make A Difference ... Make A Moment Magic.

"If it was not for the Wild Rose Foundation's support, we would not have seen the growth in the past year and the positive community name we have received", says Debbie Lamabe, President and Aunt for nine years.

The monies received, allowed Aunts at Large to tap into various mediums to make aware to the citizens of Calgary their organizations purpose. The various mediums included a winter and summer public service announcement for T.V. and radio, buttons and stickers, a brochure of information, a letter mailed to every household, a campaign launch (with media coverage) and an insert with the Calgary Utilities Company.

"This awareness program has truly been a great success. After one month of our public service announcement, our telephone inquiries climbed from 30 to 95 and we were able to match 30 compatible aunts to children from our waiting list", explained Helen Marsh, Match Counsellor. "On behalf of the Aunts at Large Program and staff, we would like to thank the Wild Rose Foundation. Through your assistance, the awareness of our program has increased and we are able to assist more children in need."

"You Have Made A Difference ... And Made A Moment Magic"

## ...A Project Audit?

Twenty to twenty-five times a year, various grant recipients receive a telephone call from the granting program staff of the Wild Rose Foundation saying that their organization has been chosen for a project audit by the Wild Rose Foundation. If your group receives one of these calls, is it time to panic? No.

The Wild Rose Foundation as a public crown corporation has a responsibility to the people of Alberta to ensure that the grant funds awarded are utilized for the approved projects. Every grant recipient submits a final report at the conclusion of their grant. The Wild Rose Foundation randomly selects grant recipients on which project audits are conducted. A project audit is a visitation by one of the Foundation's granting program staff (Cori, Joanne or Stan) to have you show us in person at your shop what the Wild Rose grant did for your organization. It's your opportunity to tell us in detail about your project, the outcome, your successes, the future, problems you encountered and anything else you want to tell us. It's our opportunity to look at your financial records related to the grant, ask your opinion

about the application process with the Foundation, talk about your volunteer situation, your community fundraising and, of course, talk about your project.

The Wild Rose Foundation keeps thorough records on each application it receives whether the application is funded or not. The Foundation is audited annually by the Auditor General of Alberta whose auditors examine grant files in detail. If your group has been the recipient of grant funds, you have a public responsibility to ensure that the money is spent as awarded. The Foundation is publicly accountable to the people of Alberta, therefore excellent record keeping is important.

We ask for your help in this process by ensuring that your final grant report reaches our office on time and that your group maintains good records. As a result, when the telephone rings and it's the Wild Rose Foundation on the line, there will be no hysteria or panic at all!

We want to continue assisting our community volunteer service organizations.



# Looking Internally at your Shop!



## Ideas For Positive Results!

Each of our organizations from time to time falls into a slump, or seems to drift without some happy, tangible and measurable results for seemingly unending amounts of work, work, work.

It could be that we are having breakdowns in communication with our Boards, our volunteer committees or with individuals we very often come into contact

with. Or, it could be that the fundraising aspect of your organization has come to a screeching halt, or at least moving at the proverbial snail's pace.

May I offer up some thoughts for your consideration, that seem to be common to many of us in the volunteer sector. These tidbits might just help you over that slump or will give you that little boost to "get some positive results".

### ***The People Around You:***

It does not take elaborate incentives to bring out the best in people. If you recognize their work, make them feel like holding their heads up because their jobs and the way they do them count for something, they will usually give you the best that they have.

Remember, **proactive** people do not blame circumstances, conditions, or conditioning for their behavior, their behavior is a product of their own conscious choice - based on values rather than a product of their conditions, or based on their feelings. These same people seek first to understand, then to be understood, and seek mutual benefit in dealing with others.

### ***Getting Bad News to the Board:***

- *The sooner you get the news to the Board, the better.*
- *Put the bad news up front.*
- *Lay out the faults, offer the alternatives, and give your best fit to the issue.*
- *Do not go ahead with a key decision without the Board's approval unless you want to do their job too.*

- *Do not blame others if it was you at the centre of the issue.*
- *After getting the Board's reaction and/or directions, share the needed information with your peers and important others, as soon as possible.*

### ***Communicating Through Your Newsletter:***

An association newsletter, well laid out, containing interesting and provocative articles as well as the more routine items of interest to the membership, is the major medium by which an association can reach out and influence its paying membership.

An association that only tries to break even by constantly soliciting advertising to fill the pages, will find that its newsletter quickly deteriorates to the status of a magazine. Advertisements should be limited to notices of professional services and business cards associated or applicable to that association, unless of course you want to get into the magazine business, which is obviously your option. However, make your readers want to look forward to the next issue...They may be in it!

### ***Applying For Funding:***

- *The next time you write a letter seeking funding, or completing a grant application, ask yourself, "will they understand what I'm trying to say?" Put yourself at the reviewing end of that communicate - on the odd occasion, you will be amazed at how sharp you will get.*
- *As you develop your proposal:*
  - *Believe in yourself and your organization's efforts.*
  - *Never stop listening to those offering advice/help.*
  - *Keep your goals in sight all the time.*
- *Do your homework prior, so you are seen as a source of information about the project you are applying for.*
- *Avoid being a cynic. If you are, this tends to lead to a negative attitude about your efforts.*

So, how about it? Get out of that rut, and think positive! It is going to be a great next six months.

Respectfully,

Stan C. Fisher,  
Executive Director



An Alberta Government  
Foundation

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